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# Research Policy and Facilities Committee Report #1988-89-1 - Part II: Proposal to establish a Research Institute for Telecommunications and Information Marketing

University of Rhode Island Faculty Senate

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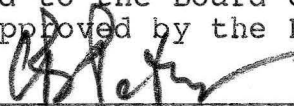
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THE UNIVERSITY OF RHODE ISLAND  
Kingston, Rhode IslandFACULTY SENATE  
BILLAdopted by the Faculty Senate

TO: President Edward D. Eddy

FROM: Chairperson of the Faculty Senate

1. The attached BILL, titled Research Policy and Facilities Committee Report #1988-89-1 - Part II: Proposal to Establish a Research Institute for Telecommunications and Information Marketing,  
is forwarded for your consideration.
2. The original and two copies for your use are included.
3. This BILL was adopted by vote of the Faculty Senate on February 9, 1989.  
(date)
4. After considering this bill, will you please indicate your approval or disapproval. Return the original or forward it to the Board of Governors, completing the appropriate endorsement below.
5. In accordance with Section 10, paragraph 4 of the Senate's By-Laws, this bill will become effective March 2, 1989,  
three weeks after Senate approval, unless: (1) specific dates for implementation are written into the bill; (2) you return it disapproved; (3) you forward it to the Board of Governors for their approval; or (4) the University Faculty petitions for a referendum. If the bill is forwarded to the Board of Governors, it will not become effective until approved by the Board.

February 10, 1989  
(date)  
C. B. Peters  
Chairperson of the Faculty Senate-----  
ENDORSEMENT

TO: Chairperson of the Faculty Senate

FROM: President of the University

Returned.

- a. Approved \_\_\_\_.
- b. Approved subject to final approval by Board of Governors ✓.
- c. Disapproved \_\_\_\_.

Feb. 17, 1989  
(date)  
President

Part II

The Research Institute for Telecommunications and Information Marketing (RITIM)

Recommendation by REPOFAC:

Recognizing the potential contributions of the proposed Institute to research and teaching activities of the College of Business Administration, the Senate approves the establishment of RITIM with the understanding that its expenses will be covered entirely by external grant funds. Approval also assumes that the Institute will cease to exist if external funding is discontinued.

THE UNIVERSITY OF RHODE ISLAND  
Kingston, Rhode Island 02881

A Proposal to Establish a Research Institute for  
Telecommunications and Information Marketing (RITIM)

A. PROGRAM INFORMATION

1. Name of Institution

The University of Rhode Island

2. Department and College Involved

The College of Business Administration  
The Department of Marketing

3. Title of the Program

Research Institute for Telecommunications  
and Information Marketing (RITIM)

4. Academic Area

Marketing, Management Science and Information  
System, Management

5. HEGIS Title and Classification Code

Not Applicable

6. Intended Date of Implementation

As soon as approved

7. Anticipated Date of First Degree

Not Applicable

8. Intended Location of Program

Kingston Campus

9. Institutional Review and Implementation Process

- A. Approved unanimously by the Department of Marketing on September 1, 1988.
- B. Approved unanimously by the College of Business Administration on September 14, 1988.
- C. Research Policy and Facilities Committee
- D. Faculty Senate
- E. President of the University

10. Description of the Organizational Unit

The Institute will be administered outside the departmental structure under the leadership of the director who will report directly to the Dean of the College of Business Administration. The goals of the Institute are to foster, encourage, and support research and education in telecommunications and information marketing, drawing on University faculty and outside resources to serve the needs of the business community and to enrich the academic and outreach programs of the College of Business Administration. Faculty members will be involved on a voluntary basis and will be drawn primarily from the College's Marketing Department.

11. Resource Requirements

No new or additional resources and no new state-funded positions will be required by the new structure. Operational support will be provided by external funds from private sources. An initial grant of \$150,000 has been awarded in July 1988 to assist in the process of establishing the Institute. This grant came from AT&T Network Systems. NYNEX Corporation has approved \$50,000 for the year 1989. No additional personnel will be required but will be drawn from the respective departments of the College and their released time will be proportionately paid for out of the external grants.

Space for the Institute will be accommodated by the College's facilities.

12. Signature of the President

.....  
Dr. Edward D. Eddy

13. Person to be Contacted During the Review

Mr. Robert P. Clagett, Dean  
College of Business Administration  
The University of Rhode Island  
(401) 792-2337

B. RATIONALE

The College of Business Administration, over the years, has emphasized teaching and research in telecommunications and new information technologies. This is reflected in the curriculum and in the faculty's research work and publications.

The degree to which the curriculum has taken on this increasing emphasis on telecommunications and information technologies is indicative of the larger society's movement away from the industrial age and to the information age. There is a general recognition of the need for more research, training and education in the areas of telecommunications and information technologies, particularly its marketing components and implications for business.

Accordingly, the Institute's goal is to become a national center for research, teaching, publishing and executive education in telecommunications and information marketing. Using external funding, the Institute will support the following kinds of activities:

- \* Faculty research projects on telecommunications and information marketing;
- \* Writing of Faculty research proposals on telecommunications and information marketing for external grants;
- \* Graduate student assistantships;
- \* Undergraduate student projects on telecommunications and information marketing;
- \* Graduate and undergraduate internships with selected telecommunications and information industry firms;

- \* Short term executive training programs on selected aspects of telecommunications and information marketing;
- \* Research seminars on telecommunications and information marketing;
- \* Development of a Resource Center to house a collection of books, reports, materials, videotapes, etc. on Telecommunications and Information Marketing;
- \* Visiting lecturers on Telecommunications and Information Marketing drawn from the academic and industrial communities.

#### C. INSTITUTIONAL ROLE

The University of Rhode Island is supportive of the State's efforts to:

- \* Stimulate the placement of technology-intensive firms and to meet the demands of those firms for appropriately trained personnel;
- \* Encourage expertise among State and regional businesses in the area of business functions particularly marketing components of the business.

#### D. INTERINSTITUTIONAL CONSIDERATIONS

No interinstitutional problems are foreseen. RITIM will enable URI to become a national node for activities in the area of telecommunications and marketing.

#### E. EVALUATION

An advisory group, drawing upon both external and internal sources will serve to monitor and evaluate the Institute's efforts. These efforts will be subject to review by the Dean and faculty of the College of Business Administration and will be consistent with the College's and the University's mission and goals.

9. Description of the Organizational Unit

The Center will be administered within the College of Business Administration as an interdisciplinary unit outside the departmental structure under the leadership of the Dean of the College of Business Administration. The Center will be dedicated to:

- (1) creating, maintaining, and distributing capital markets data bases for eleven Pacific-Basin countries;
- (2) promoting academic research and teaching programs for a better understanding of the region's capital markets; and
- (3) providing an international forum for global communities of business, government, and academia to exchange research ideas and findings relevant information that affect the region.

Under the aegis of its mission, the Center is currently undertaking three major programs: (a) Capital Markets Data Base Management; (b) Research; and (c) Education and Training. The three programs are summarized below:

A. Capital Markets Data Base Management

Currently, no institution tracks the security price data for any of the Pacific-Basin countries on a continuous and systematic basis. The proposed Center recognizes this need and is committed to create, maintain, and distribute comprehensive files of historical data on capital markets for the region's eleven countries: Australia, Hong Kong, Indonesia, Japan, Korea, Malaysia, New Zealand, the Philippines, The Republic of China (Taiwan), Singapore, and Thailand. The data bases include: (a) stock price and return data tapes; (b) bond price and return data tapes; (c) an annual financial statement data tape; and (d) key economic statistics data tapes. These data bases represent an extremely valuable source of information for academic research, teaching, international portfolio management, and government economic planning. The Center will make each nation's capital market data bases available to interested parties through annual subscriptions. An annual updating service of the data bases will also be provided to subscribing organizations. The data bases should be in great demand by universities, brokerage houses, banks and institutional investors, and government agencies throughout the world.

B. Research

The proposed Center's second major program is to promote and support academic research on the region's capital markets and to disseminate research ideas and findings to the international business, government, and academic communities. The Center will play the leading role in this important task